



The Co-operative University College of Kenya
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

END OF SEMESTER EXAMINATION APRIL-2015

EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS

UNIT TITLE: PSYCHOLOGY

DATE: 27TH APRIL, 2015

TIME: 9.00 A.M. – 11. 00 A.M.

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Explain FIVE personality dimensions. (10 marks)
- (b) Discuss the reasons which lead employees to resist change in an organization. (5 marks)
- (c) Explain FIVE ways of dealing with job related stress. (5 marks)

QUESTION TWO

- (a) Explain FIVE (5) branches of psychology which have contributed to its field of study. (5 marks)
- (b) Define the following terms
- i. Psychology (1 mark)
 - ii. Personality (1 mark)
 - iii. Behaviour (1 mark)
 - iv. Anxiety (1 mark)
 - v. Attitude (1 mark)

QUESTION THREE

- (a) Explain FOUR approaches industrial / organizational psychologists employ to facilitate organizations in creating conducive environment to high effort and effective performance. (10 marks)
- (b) Discuss FOUR ways on how leaders / managers can deal with conflict. (10 marks)

QUESTION FOUR

- (a) Explain the work of community psychologist. (10 marks)
- (b) Discuss any FOUR factors affecting goal directed performance. (10 marks)

QUESTION FIVE

Communication is a deliberate attempt to reach out to all members of an organization in order to attain organizational goals. Discuss the communication process and its elements. (20 marks)